# It’s Not Easy Buying Green

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The lack of regulations on what green descriptors a company uses for their products is appalling. The average consumer intending to buy green does not have the time to consider the implications of each product they purchase. **When a product is considered to be green or environmentally friendly it should be able to demonstrate that not only does its usage provide a green solution, but that its production and shipment processes employ methods which are environmentally conscious.**

# The Shift to Green

## Global Warming

History

Causes and Effects

## Green Initiatives

Alternative Energy Sources

Biofuels

Wind and Solar Power

Carbon Tax

Electric Car – “What Would Jesus Drive”

# Big Business

## Oil Companies vs. The Public

“Who Killed the Electric Car”

## Green Products

Supply and Demand

Ecotourism

# Buyer Beware

## Cons of the Electric Car

## Production and Shipping

## Greenwashing

Truth in Advertising

# Conclusions

## Laws and Regulations on Green Products

Restrictions on Production and Shipment Methods

Green Processes in Addition to Green Product

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